

HARRIS LONG  
WITH EDISON

Local Manager With "Wizard" For Over Seven Years in New England.

Manager G. H. Harris, of the New England used car department, has good reason to be more than ordinarily familiar with things electrical about automobiles. In 1916 Mr. Harris had the distinction of being appointed New England manager of the Thomas A. Edison company, a position held by him for over seven years.

As manager of the new used car department of the El Paso Herald company, Mr. Harris is providing a hostler, the new quarters being among the best furnished in this section. The system announced under which the department will work means effective service. Mr. Harris personally supervises work on all used cars that are put on the floor for sale, the policy of the company being that every car offered shall be in perfect working condition. The trade of the Overland company in used cars has increased so rapidly within the last few months that it became necessary for manager Russell to install an entirely new department, placing Mr. Harris in charge.

To Keep Engines  
Free Of Carbon  
Is Not Sufficient

"Motorists often make a mistake by keeping their engines free of carbon and making no attempt to keep the outside of their motor clean," states I. W. Bates, local repairman. "They should take a lesson from the steam engineers who keep their machinery bright and shiny in addition to removing all dirt. A motor car engine is exposed to more severe operation conditions than a steam engine. Dirt, road dust and mud mix with oil, forming a gummy mass. When this mixture of oil and dirt reaches working parts it has the effect of ensuring that the engine will not run smoothly. Distributor and carburetor operation and also impairs the efficiency of the cooling system of the engine eventually."



THE UNIVERSAL CAR

The Ford One Ton Truck with manganese bronze worm drive is delivering expectations, as well as merchandise, produce, machinery, baggage, etc. Economical, reliable, durable, no limit to the service it will give in city and country.

We will be pleased to take your order and make as prompt delivery as possible. Normal production at the factory has not yet been reached, so it is suggested that the sooner you leave your order, the sooner you get your car.

TRI-STATE MOTOR CO.,  
326-330 W. San Antonio St.  
UNIVERSAL CAR CO.,  
821 Mesa Ave.

AUTHORIZED SALES AND SERVICE

BOSS IN FOR  
ACCESSORIES

Wholesale and Retail Accessory Lines Added to Local Tire Firm.

One of the additions to El Paso tire concerns showing the steady increase of the business in El Paso is that of the Boss Rubber company, president Fred H. Lazenby having made the announcement that the Boss company has added to its tire business a stock of accessories for both wholesale and retail trade. The Phoenix branch will operate under the same conditions, states Mr. Lazenby.

Motors In Autos Are  
Most Lasting Part,  
Believes Hellerstein

"Barring accidents, motors outlast other parts of cars. This is especially true of cheaper makes." This is the observation of manager Hellerstein, of the Star Auto Wrecking Co. Hellerstein, of the same firm, is also of the same belief. Being engaged daily in the wrecking of automobiles the two have ample opportunity to notice the peculiarities of wear in auto of all makes.

"Motors stand up when gears go down," says Mr. Hellerstein. "Transmission, differential, springs, wheels and other parts are generally in inferior condition compared to the motor of the same car after a few years' service. We have an abundance of good motors on hand all the time, but we have a much greater demand for transmissions, differentials, springs and other parts in inferior condition than we do for motors in excellent shape. Neither do we have many calls for motor parts. They are not so much needed because the motors hold up."

REMEMBER TIRE  
HAS TWO PARTS

Pays Motorists To Give Proper Attention To the Tubes, States Carpenter.

"It takes a casing and a tube to make a tire," is the observation of L. R. Carpenter, local manager for the Goodyear Tire and Rubber company. "It has become a common practice to refer to a casing as a tire, forgetting that a tire is made up of two parts—a casing and a tube. Thousands of persons refer daily to their tires when they mean their casings." So good an authority as Noah Webster tells us in his well known dictionary that a "tire" is a flexible tube usually of rubber, inflated with air and protected by an outer covering, used on motor cars to reduce vibration and shock.

"You may have a casing which has 10, or even 15 thousand miles of wear built into it, and succeeded in getting it to last that number of miles from it. Many motorists have had this experience and have attributed the whole fault may have been in the tube."

"You cannot expect a casing to hold up if it does not have proper casing from within, and this is why I am emphasizing that both the casing and the tube are the tire."

"Even if a tube leaks just a little it permits the sidewalls of the casing to bend back and forth excessively, and the heat so created burns the tire. Look good from the outside, but we know that our heavy tourist tubes are good all the way through."

There are two good reasons for the steady increase in mileage guaranteed on tires, states D. O. Snodgrass, manager of the Snodgrass Tire and Rubber company. "The most common is education of car owners by tire companies. The tire dealer on the company's extra miles that may be secured with proper care. The second reason is the improvement in processes by which tires are made."

The Racing Rubber company illustrates this. Extra tests are made on all materials before manufacture is begun. Again many different tests are made at various stages of making the tire, so that there is no chance for poor material or workmanship to get by. Because of competition these tests are made more and more exact all the time, the user being the ultimate gainer."

"No users of tires are better qualified to judge them than are the big men of the speedways. With these a tire is a casing and a tube and both must be as nearly perfect as good materials and skilled workmanship can make them."

"Traffic" Stood Gaff In  
Overseas Work For U. S.

During the war the United States government placed immense orders for motorcycle tires and the Federal Rubber Co., of El Paso, came in for a share of these orders.

"It is gratifying to us," states A. J. Engquist, manager of the Federal Rubber Co., "to know that Federal tires have received recognition as government standard, and that the reports from overseas are unanimous that Federal Traffic stood the gaff."

It has become necessary for the Federal Rubber Co. to enlarge its plant several times during the last couple of years in order to take care of the increased production, until it is one of the largest manufacturers of tires in this country.

Proper Care Of Tires  
Would Put The Repair  
Men Out Of Business

"Wear and unavoidable accidents bring tires to the repairmen, but not as much as lack of proper tire care," states Don Pliner, of the El Paso Vulcanizing Works. "If motorists all cared for their tires as scrupulously as a few car owners do, it would put many repairmen out of business. Underinflation, running in ruts, hitting rocks at high speed, backing into curbs and other carelessness which we see every day makes a demand for a large number of repairs that care of tires would eliminate."

Blend a good field with an honest company and it makes almost a sure winner. Write for literature.

DETROIT OIL CORPORATION  
Lee Cruces, N. M.

MOTOR CAR DEALER BELIEVES  
WOMEN SHOULD KNOW  
ABOUT AUTOMOBILES.

That automobile owners who can afford chauffeurs are, nevertheless, insisting that the men they hire know how to drive economically, and that ladies who enjoy driving their own cars are no longer without knowing what takes place under the hood, are considerations which have prompted the El Paso branch of Dodge Brothers' dealer in New York City, to open a "School for Drivers" in their sales building.

The school opened March 17th, with four classes a week, one devoted exclusively to the coaching of chauffeurs and drivers in the economical operation and maintenance of the car, and the other three for the general public. Among the 150 already graduated, the number of women is 100. John D. Rockefeller and two by his son, John D. Rockefeller, Jr., both the Rockefellers own Dodge Brothers' motor cars.

The course as outlined this year is unusually comprehensive. It not only covers the practical and theoretical operation of motor vehicles, but includes instruction in the proper use of the steering wheel, clutch, gears, brakes, lights, tires, storage batteries, etc., as well.

The department of instruction for women is conducted by an expert who is familiar with women's needs and interests in this line, and is like many similar departments, the instructor has succeeded in adjusting his lessons to the lay mind, and does not assume mechanical knowledge on the part of his class.

Good Tire Must Have  
Good Owner To Get  
The Miles Guaranteed

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Motor Sparks. CHARLES A. BARKER, of the Auditorium garage, who spends most of his time in repairing and storing cars, and in assisting car owners to get the right kind of a lock to save a car from auto thieves, is also a well known baseball fan. Mr. Barker states that he will take a long needed vacation when the world series is played between Cincinnati and Chicago and see the games in both cities.

That the tire business is showing a substantial increase in New Mexico and Arizona territory, is the observation of Henry Swearingen, southwest distributor for the Kelly-Springfield tires. Mr. Swearingen attributes the increase largely to putting on of additional men in mining districts and general improvement in mining conditions over that of a few months last past.

The El Paso Auto Paint Co. is the name of a new firm of which G. L. Johnson is manager. Mr. Johnson was recently released from army service and for a time was connected with the Universal Tire Co. D. D. Valdez, assistant manager and foreman of the firm, is an experienced auto painter, having been engaged in finishing work in Mexico for many years. He was recently employed at Fort Bliss.

E. R. Russell, who was employed by the West Texas Motor Co. before going overseas, has been given his former position by the West Texas company and has again entered on his duties.

Manager J. M. (Red) Harris, of the tire department of M. Alms & Sons, spent several days during the last week in New Mexico and Arizona territory, where he is establishing agencies for the Knight and Blackstone tires for which M. Alms & Sons are southwest distributors.

Jack W. Isaacks, formerly with the City Service company, has joined the selling forces of the Quick Tire Service, and is located at 213 Texas street. Mr. Isaacks is well pleased with his new connection.

Miss Ruth Gardner, stenographer at the Quick Tire Service, Inc., has returned from her vacation and is again on the job selling United States tires.

Manager R. A. Lester and the working force at the Lester Motor company are anxiously awaiting the arrival of the new model Premier car, due here within a couple of weeks. Announcement is made by the company that the new model is an "all-rounder" in the car world and the local salesmen are anxious to get it out to the public. The price will be an advantage, we are told, "states manager Lester, "and it is said that buyers won't be able to resist despite price."

Z. Mason, of the Watkins Motor company, is spending two weeks on the coast, having driven his Dodge through the trip.

Disposition of 20 Buicks and two three and one-half Packard trucks during the last week has left Sam Watkins with a week end work. The only thing in the way of broadening Mr. Watkins' circle next week is the name of trouble that is chronic with local car dealers—scarcity of cars.

OWNER RE-DISCOVERS ROAD  
USED BY EARLY SETTLERS  
MANY YEARS AGO.

"Art" Hansen, San Bernardino merchant, is not a descendant of the pioneer band of Mormons who fought their way to the Pacific coast in 1847, but he had heard of the "Old Mormon Trail" through Cajon pass, so determined to find it. Part of the old trail is still distinguishable, but much of it, across the roughest part of the Mojave desert, has long since been abandoned and lost.

When the Normans harassed and well rich drivers to despair, with nearly half their complement of men already dead or dying of thirst and privation, determined in spite of overwhelming odds, to "carry on" until they reached the promised land of California. Hansen, the trader, was desperately pushed by the Indians they covered their trail with the stones.

No one has since had the temerity to attempt its location by motor car until Hansen, the trader, was desperately pushed by the Indians they covered their trail with the stones.

Hansen sent his Essex through the juniper brush, up steep washed, through the desert, and gravel where a motor car had never before attempted a trail.

"I started the Essex over the Old Mormon Trail made me fully appreciate its really wonderful capacity," said Hansen.

Auto Capacity Exceeds  
Trains; May Separate  
Freight Route in U. S.

According to the Detroit Free Press, the seating capacity of the 3,000,000 automobiles in the United States is not less than 30,000,000 persons. The total seating capacity of all railroads in the United States is 3,750,000, or about 12.5 percent of the automobile capacity.

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GIVES CREDIT  
TO UNIFORMITY

"Tires Built Alike, Wear Alike," States Manager of Tire Company.

With an increase of approximately 26 percent in sales volume for the first seven months in 1919, as compared with the same period in 1918, the Miller Rubber company, of Akron, O., shows every indication of shattering all of its previous records when the totals are checked up at the end of this year.

The excellent showing made during the first half of the year is revealed in an announcement that has gone out to Miller stockholders advising them of an increase in Miller common capital stock.

"The company's business has expanded so rapidly this year that more capital is necessary and it is for this purpose that the additional stock has been issued," said W. P. Pfeiffer, general manager of the company.

"Practically every month since January, 1919, has seen increasing sales. It has been a healthy increase—noting spectacular—just steady, consistent growth."

Mr. Pfeiffer was asked if he thought there was any particular factor that had more to do with the increase than the ordinary circumstances that surround a growing concern of this kind.

"Yes," he answered instantly, "uniform workmanship. From the beginning, it was the Miller policy to use only products uniformly of high quality. This policy was especially noticeable in our tire building. Tires built alike wear alike. All give that satisfaction demanded by the tire user."

Perry-Barnell Co. Add  
Accessory Department;  
Increase Road Service

Manager C. M. Russell, of the Perry-Barnell Tire company, local distributor for Kelly-Springfield tires, has announced the addition of a complete line of accessories in addition to its line of tires. "We have found road service to be a paying proposition," states Mr. Russell, "and have prepared to give road service on accessory parts as well as tires."

Watkins Determines to  
Take Risks to Get Cars

Seeking to get an increased number of Buicks, manager Sam Watkins, of the Watkins Motor Co., has received a wire from Dallas stating that the railroads are "almost impossible" in the matter of delivering cars as that delivery on flat-cars is all the district headquarters can offer. "I am accepting the offer," stated Mr. Watkins Saturday. "Generally speaking, coming in on 'flats' are minus a number of parts, but I am taking the risk anyhow to get my patrons a few more cars."

The United States department of justice is considering the advisability of appointing women as special agents to detect peddlers.

At road intersections the highway capacity could be indicated as the highway department should, I believe, have a traffic department under a chief traffic engineer, having to do not with construction and maintenance, but merely with the control of traffic. It is extremely likely that it would result ultimately in a system of freight roads and passenger roads, and that wider and parallel roads would be found to be the most economical means of laying out the highway system."

May Buy a Tire in  
Middle of Road 20  
Miles Out of El Paso

Speaking of quick tire service, manager D. C. Booth says: "Any customer using United States tires is urged to take advantage of our service. Operating through the Red Patrols, we are glad to change tires, either here or everywhere without cost for users of United States tires. In other words, you can buy a tire from the Quick Tire Service at the curb or on the road and have the same applied just the same as if you laid the money over the counter."

Proper wheel alignment and inflation is all important to the motorist," continued Mr. Booth, "A wheel that is misaligned is more destructive to its contact with the road for 50 miles of service than in 1,000 miles where there is no misalignment. We keep a man to attend to this and he is always ready to give car owners free air, also."

"If Barney Trusts Then You Can," Says Henry "Barney" Bauder. The commonly accepted reason for Barney Oldfield's long career on the racing course is his care in selecting tires. The mere fact that Oldfield vouchers for a tire means that thousands are ready to accept it because of the long and unblemished record in picking out the right tire. It is for this reason, says "Barney" Bauder that so many local car owners are using the tires Barney recommends.

"Though on the market a comparatively short time, this product of Barney Oldfield, the speed king, is being used by more and more motorists, and public everywhere. Following out its previously announced policy of marketing its product only through established and authorized tire merchants, the company has received a nation wide distribution."

Many New Auto Firms  
Have Opened in El Paso

The healthy condition of the automobile industry in El Paso is attested by the number of new firms recently starting in El Paso, there having been no less than six opened in different branches of the industry within the last two weeks. One of the latest is the Modern Motor Shop specializing in repairs on Dodge, Hudson and Essex cars. Bob Cochrane, of the new firm, before entering the army was a Hudson factory man. "Barney" Grider, the other member of the firm, is well known in El Paso as a specialist on Dodge cars.

## THE RIGHT TIRES

Are those that are a certainty, proven mile givers, known wherever an auto rolls for quality and dependability.

Goodyear  
Tires

are all of that—and more. They give more mileage and keep you smiling while doing it. Let us inspect your tires weekly and assist you to get more miles, help you save money.

All Sizes Always In Stock.

## Watkins Motor Co.

SAM WATKINS, Mgr.  
606-608 Mesa Ave. Phone 4068.

Dodge valves ground..... \$6.00  
Hudson valves ground..... 8.00

No Extra Charges. Guaranteed Work.  
No Apprentices.

## MODERN MOTOR SHOP

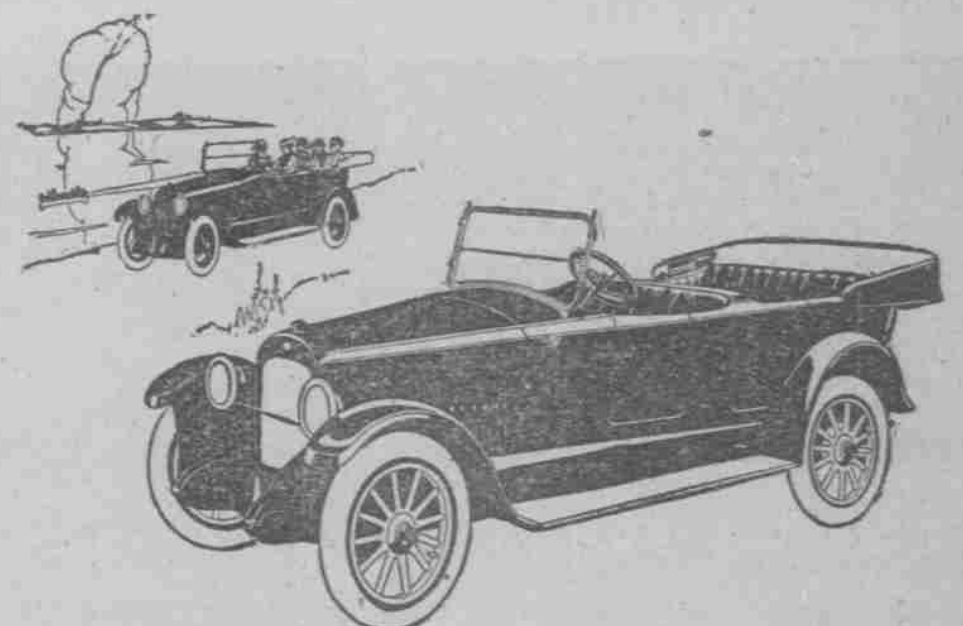
408 Mills Street. Tel. 800.

Lester Auto Company  
Doubles Floor Space;  
Adds Improvements

Taking over the entire floor space of the Dana Auto Sales Co., and also the repair shops of the Dana company, the Lester Auto company has doubled its display floor space and

made its repair department some four times as large as formerly. "We are in shape now to take care of everything this section can crowd on us," states manager R. A. Lester, "from selling new Premiers, Maxwells, Chalmers and Duplex trucks to caring for repairs and supplying parts for each of them."

Miss Margaret Wilson has been appointed director of hospitals in Dallas, Tex., at a salary of \$2750 a year.

The Nash Six Is Quiet  
Economical and Powerful

The unusual economy of operation in the Nash Six appeals to owners everywhere. This economy combined with the unusual power and quietness of the Nash Perfected Valve-in-Head Motor places it in the front rank of America's leading motor car values. Not only here but throughout the country Nash dealers are experiencing a heavy demand for more cars.

## ASK THE OWNERS

R. S. HUGHES Independent Motor Stock Yards, Phone 823.  
P. H. FRIEST Retired, Phone 7709 W.  
LOUIS HORWITZ Lusk - Swift Company, Phone 4216.  
ADOLPH NASIS Runkle & Peacock Company, Phone 602.  
D. O. SNODGRESS Snodgrass - Ruelke Tire Company, Phone 144.  
S. L. DAVIS El Paso Herald Times, Phone 5550.  
HAL E. CHRISTIE Texas Bank & Trust Company, Phone 2000.  
HENRY C. BRICHER City National Bank, Phone 7500.  
H. T. JONES Banker, Phone 317.  
M. D. MASTERS Banker, Phone 3238.  
S. H. WILSON El Paso Sash & Door Company, Phone 3400.  
FRANK J. POWERS G. H. & S. A. Ry. Phone 3400.

## PRY MOTOR COMPANY

W. San Antonio and Durango Sts.

## NASH MOTORS

VALUE CARS AT VOLUME PRICES

(127)

## Accessories

To our stock is being added a complete line of Accessories, it being the intention to supply the Auto Owner with his every need. We are now prepared to supply the more popular demands, including Spark Plugs, Light Bulbs, Batteries, Spot Lights, Motometers, etc.

## Monogram Oils

The many Auto Manufacturers who recommend that

## Monogram Oils and Greases

be used in their cars testify to the wonderful quality thereof. Economy and 100% Motor Efficiency are the particular reasons why these oils and greases should be used. HOOD, GENERAL and SAVAGE tires and DURAL and BOSS TUBES MUST PROVE SATISFACTORY. IF FOR ANY REASON ANYONE possessing one of the above is not entirely satisfied we want him to call upon us.

## Boss Rubber Co.

370 Texas St. Phones 274-275